



# Nutrition Club Exterior Guidelines




If you choose to give your Nutrition Club a name and/or planning to display signage and a logo, please follow the below guidelines to help ensure you are aligned with Herbalife's Rules of the Road.

**When creating a Nutrition Club name, sign and logo, avoid the following:**

- Using an Herbalife identifier (name, logos, etc.)
- Making unapproved claims
- Imply that Herbalife® products are available for purchase

Clubs are not franchises or part of a chain of Nutrition Clubs and should not be perceived as such; each Nutrition Club's overall appearance must be unique. **Avoid using an identifier to a specific group (Geographical location, Distributor Organization, Nutrition Club, etc.)**

No two Commercial Nutrition Clubs may have identical names, logos, or signage within a 25-mile radius or similar name within the same organization or geographical distance.

Below are some ideas of what words you can use 	Examples of words that are NOT Allowed 	Why is NOT Allowed 
John's Club, Family Nutrition, Healthy Nutrition, Bliss Nutrition, Walter's Wellness Center, The Nutrition Place, Tropical Club, Revive Nutrition, Inspire Nutrition, etc.	Herbalife, HLF, HN, HRBL, Herbalife24, etc.	Herbalife Identifier
	Mart Depot, Mart, Pop-up, Shop, Store, Café, Deli, Food Truck, Restaurant, etc.	Distributor Difference - personal relationship with your customers
	Before & After, Health, Weight, Money, etc.	Misleading as a potential claim

## Examples of Exterior Do's and Don'ts:



- Hours of operation and Open/Closed signs are permitted.
- Photos submitted as part of your Club registration, must also include the adjacent establishments.



- Imply that Herbalife® products are available for purchase or display branding (names, logos, etc.)
- Signage with repetitive names with numbers (e.g. Joana's Nutrition #3)
- Featuring "before & after" photographs or product claims.

## Submit the following with your completed registration:

- Provide Nutrition Club name or list of proposed names. (submit up to 3)
- Provide a drawing or image of the location.

Herbalife will review your proposed Nutrition Club name request and confirm if it is acceptable. Submit your request using one of the following methods:

1. Online at: **MyHerbalife.com** Nutrition Club Registry
2. Email to: **MPCNutritionClubsNAM@herbalife.com**
3. Phone: **(310) 216-6056**

**If there are any changes, you must submit photos or drawings of changes.**